

## **Abstract**

The scope of this study is to investigate the state of the public relation in the Palestinian universities (West Bank). The study explores the contribution of department of public relation in establishment of demanded coordination with different populations such as the local community, the funded organization, and the academic institutions. In addition, the study focuses not only on the management and organizing state that the employee follow, but also the most important challenges and hurdles that eliminate the development of public relation.

The researcher used the descriptive and analytical method. Therefore, she developed a questionnaire to investigate the studied community. The studied area consists of nine universities. The questionnaire was distributed to all members of the public relation unit and the superior administration. 87 copies were distributed while 74 filled and recollected.

The study reveals a convenient situation of general public relation. This is because of the fact that the department of public relation performs various activities towards the local community(4.21), the funded organizations, and the academic institutions. Furthermore, there is a supportive administrative and organizational conditions for the department of public relation. In addition, in spite of the variation in the employees' age, gender, specialization and experiences, there is no significant difference in their opinion toward the job of the department of public relation. However, the significant differences are pointed toward the

criteria of coordination between the public relation office and the community due to the variation in educational degree and the training courses.

In conclusion, the role of the public relation offices at Palestinian universities is convenient nevertheless, improvement of the situation can be achieved by introducing a new members of highly experienced and trained employees from human resources, regular training courses for the public relation members, developing a new academic program concerned about "public relation" and finally establishing a monitoring system to record the employees' complaints to the public relation regulation .